

# The Most Unforgettable Typewriter I Ever Met.

## Introducing the IBM Electronic 75 Typewriter.

I write the typewriter ads for IBM. And as a writer, I've known a lot of typewriters in my day.

The minute I first saw the new IBM Electronic 75, I knew typing would never be the same again.

It works harder for you than any other typewriter I've ever used.

**Thanks for The Memory.** The Electronic 75 has a memory that can store and automatically retype over 7,500 characters.

That's about 5 pages of names, dates, titles, addresses, numbers, phrases, sentences, paragraphs, entire letters — anything you type often.

Now when you have something to retype, the typewriter can type it. Automatically.

And because of its remarkable memory, it can do even more.

**Revision Without Retyping.** Now when you have to make a change, you type only the change.

Let's say you have to add the words *per your request* to the middle of a sentence that's right in the middle of a page that's stored in the typewriter's memory.

On command, the Electronic 75 automatically locates the point of change. You type the words *per your request* into the memory. And the typewriter automatically retypes the entire revised page — error free.

**Creative Writing Made Easy.** You can also create new documents by combining a series of phrases, sentences, or paragraphs stored in the typewriter's memory.

In fact, you can combine stored typing with original typing to create more personal — and therefore, more effective — new material.

**It All Began With a Mule and a Hayrake.** In 1913, James Fields Smathers

invented the electric typebar typewriter—based on his observations of a mule-drawn hayrake.

(Smathers applied the operating principle of the hayrake's revolving fluted shaft to his typewriter.)

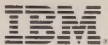
The idea of using electricity greatly increased the typewriter's productivity.

Today, the use of electronics has made the new IBM 75 the most productive typewriter I've ever seen.

It has automatic erasing, automatic centering, automatic underlining, automatic indents, automatic number alignment, automatic column layout, and more.

**Seeing Is Believing.** Call your IBM Office Products Division Representative for a free demonstration in your office.

The new IBM Electronic 75 Typewriter is so incredible that once you try it, you'll want it. Automatically.



Office Products Division

